Monday, January 6, 1986

Advertising Age®

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Sears will boost magazine budget

By LAURIE FREEMAN

Sears, Roebuck & Co. plans to spend more on magazine advertising this year and to sharpen its tv focus as it fine-tunes its "Store of the future" strategy.

The strategy's emphasis on individual products, especially those introduced under its "New century" program (AA, Dec. 2), is part of the retailer's plan to stress product innovation during this 100th anniversary year.

"When we began the 'Store of the future' program two years ago, we wanted to show how the physical environment of the stores had changed, and we put a heavy emphasis on tv during that period. Now, we'll be using more magazine ads than we did a couple of years ago, which allows us to be more product-oriented and to target specific audiences," a Sears spokeswoman said.

Chicago offices of Ogilvy & Mather and Needham Harper Worldwide share Sears' $726.2 million merchandise division ad budget. O&M handles appliances, automotive and hard lines; Needham is the

(Continued on Page 68)

'Letterman' powers late-night rampage

By VERNE GAY

NEW YORK—NBC-TV's "Late Night with David Letterman" suddenly has become the hottest property in the hottest daypart in network tv: Late night.

For the second consecutive year "Letterman" has sold out commercial avails in the first quarter, a remarkable accomplishment since the show is in "late" late night, starting an hour after most of its competitors. Only "Saturday Night Live" also is sold out in late night for the first quarter, and "SNL" is a weekend show when there is a larger late-night audience available.

CBS-TV also is reporting high sell-out levels in the daypart. ABC-TV, which features "Nightline" and "Eye on Hollywood," is considered a "news buy" for most advertisers, and thus has not been part of the recent surge in late-night ad spending. ABC however, plans to add a new program to follow "Nightline" this fall. The nature of the show is still under discussion.

The heavy marketplace action in late night is unusual. In most markets late-night sales follow daytime and prime time: After advertisers have satisfied their appetites on inventory in these higher-price dayparts, they turn to late night to lower the cost-per-thousands on their over-all network packages. Late-night cpms normally are about 35% cheaper than comparable demographics in prime time. From an audience-profile perspective, late night has a heavier concentration of adults than any other daypart.

Two phenomena appear to have gripped the market recently. Some advertisers released from their commitments to Paramount Television's recently canceled "America" have channeled funds into late night, a daypart with prices comparable to "America." CBS re-

(Continued on Page 66)

Agencies see more of same in '86

4th period was cautious

By STEWART ALTER

Marketers played 1985's fourth quarter like the rest of the year: Close to the vest, backing established brands at the expense of new-product launches, according to a survey of some major agencies.

Expectations for the new year from these shops range from predictions of no growth to cautious optimism.

Said Larry Wassong, president of William Esty Co., New York: "As a generalization, it appears that the majority of people were concentrating on their core businesses. They were not less interested in new products, but they put greater value on established brands and on heartland names, and on refreshing, updating and supporting them."

The general view predominating among marketers, according to Jerry Siano, vice-chairman of N W Ayer, New York, was, "Let's not cut badly, but let's not go overboard to launch new products or do much investment spending."

Is there "a distinct trend toward reinvesting in very strong brands? There's no doubt about that," said Graham Phillips, chairman of Ogilvy & Mather U.S.

There does not yet appear to be any documentation of this greater emphasis on established brands, however. Dancer Fitzgerald Sample, New York, which looks at new-product activity through its "New Product Newsletter," has projected that new package-goods product introductions would be up 11% for '85, but it includes line extensions and new flavors and varieties in its count of new products.

Not everyone agrees that new-

(Continued on Page 70)

Last Minute News

Hasbro starts hunt for second agency

PAWTUCKET, R.I.—Hasbro and Griffin Bacal, its New York-based ad agency, have begun the initial phase of considering candidates for $15 million in new toy-product billings (AA, Dec. 9). Among those said by industry sources to be vying to become the toy giant's second agency are New York shops Campbell-Ewald; Doyle Dane Bernbach; Needham Harper Worldwide; Wells, Rich, Greene, and Young & Rubicam.

Robins spends $5M on Dalkon notices

RICHMOND, VA.—A.H. Robins Co. today breaks a $5 million multimedia three-week program notifying consumers of an April 30 deadline for filing claims relating to the use of the Dalkon Shield intrauterine birth control device. Robins is running the advertising under order of the U.S. district court here. The court specified the copy to be run in the ads. Mil-Mor Advertising, a house shop, placed the ads. Burson-Marsteller, New York, is handling the international aspect of the program.

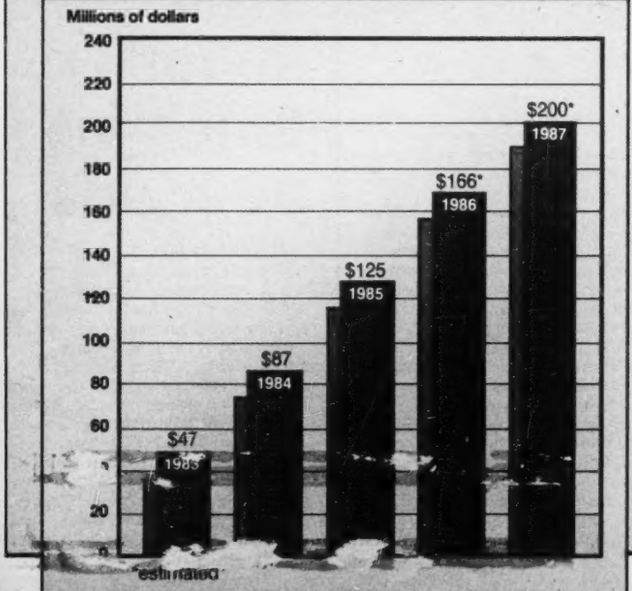
General Mills rolls calcium-added flour

MINNEAPOLIS—General Mills this week begins shipping Gold Medal all-purpose and self-rising flour with added calcium *(see related story below)*. Dancer Fitzgerald Sample, New York, handles. General Mills also this

(Continued on Page 8)

Growth of calcium supplements

Spurred by medical studies linking calcium deficiency with osteoporosis, the calcium supplement market will grow from $47 million in retail sales in 1983 to an estimated $200 million in 1987. Source: Advertising Age.



Boning up on calcium

Supplements marketed to women

By PATRICIA WINTERS

NEW YORK—The woman in the tv commercial looks like a healthy 30-year-old—that is, until she begins to age. Within 30 seconds she is 65 years old, wrinkled, gray-haired and stooped over.

"Do something about calcium deficiency before your body does," the announcer says.

The commercial is part of a multi-million-dollar campaign for Marion Laboratories' market-leading Os-Cal calcium supplement. That, and other ads like it, are turning a once-sleepy calcium-supplement industry into a marketing battleground.

The battleground, which also involves charges of questionable product claims, is over a market that has mushroomed from $18 million in retail sales just six years ago to $125 million today. Sources believe it will reach $200 million by 1988.

The industry's advertising has expanded from medical journals to tv and major magazines, such as *Good Housekeeping, Reader's Digest* and *Vogue*.

Kansas City, Mo.-based Marion Labs' spending for Os-Cal, via Tracy-Locke, Dallas, has increased "dramatically" from pre-1984 levels, said Charles Rouse, manager-public affairs at Marion.

"Everyone is jumping into the market because they can see a market is there," he said. "Because of the increased awareness in the media and by manufacturers to take calcium now in order to prevent something later, the market is expanding dramatically."

The calcium-supplement market has been skyrocketing ever since studies began linking calcium deficiency with osteoporosis, a condition of weak or brittle bones that generally afflicts women in middle age.

Marketers are pitching calcium supplements at the baby-boomer generation of women, now in their 30s, encouraging them to think about preventing osteoporosis.

The condition afflicts an estimated 18 million to 20 million women, and an additional 35 million are at risk, Mr. Rouse said.

Over the past two years a plethora of companies has jumped into the market, including American Cyanamid's Lederle Laboratories, Wayne, N.J.; Warner-Lambert, Morris Plains; Miles Laboratories,

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BEST COPY AVAILABLE

NEWSPAPER

HIGHLIGHTS

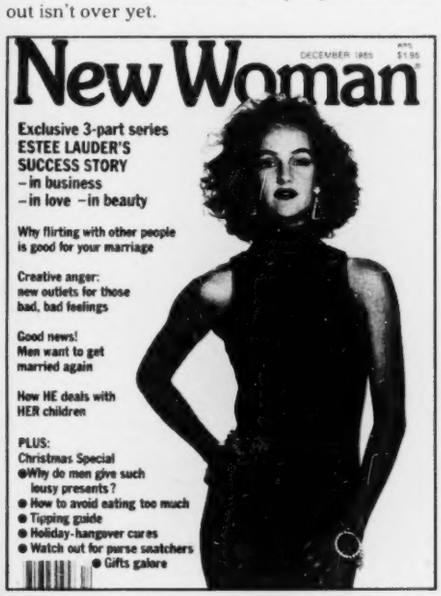
Better late than never 1
NBC-TV's "Late Night with David Letterman" suddenly has become the hottest property in the hottest daypart in network tv: Late night. For the second consecutive year "Letterman" has sold out commercial avails in the first quarter.

Boning up on the market 1
Marion Laboratories is conducting a multi-million-dollar campaign for its market-leading Os-Cal calcium supplement. That, and other ads like it, are turning a once-sleepy calcium-supplement industry into a battleground involving a market that has grown from $18 million in retail sales six years ago to $125 million today.

ABC finds some friends 3
More than 50 newspaper publishers last week issued a strong vote of confidence in the Schaumburg, Ill. -based Audit Bureau of Circulations following earlier resignations from the organization by 15 other dailies. The move pitted publishers of the nation's most influential dailies, including the *New York Times* and *Washington Post*, against Gannett Co. and 14 of its papers that quit over what it called "outdated" methods of newspaper readership measurement.

CBS makes midseason moves 3
In the latest round of the three networks' midseason alterations, CBS-TV finally made some of its moves, adding a Sunday movie package and shifting "Crazy Like a Fox" to Wednesdays.

Good news from the Valley 6
There are signs the recession in California's Silicon Valley may be lessening, and the ad agencies that remain in this region 40 miles south of San Francisco seem optimistic that the worst is behind them. But the smart money says the shakeout isn't over yet.


New Woman
DECEMBER 1985
Exclusive 3-part series
ESTEE LAUDER'S
SUCCESS STORY
– in business
– in love – in beauty
Why flirting with other people is good for your marriage
Creative anger: new outlets for those bad, bad feelings
Good news! Men want to get married again
How HE deals with HER children
PLUS:
Christmas Special
● Why do men give such lousy presents?
● How to avoid eating too much
● Tipping guide
● Holiday-hangover cures
● Watch out for purse snatchers
● Gifts galore

'New Woman' an old idea? 54
Is *New Woman* a *Cosmopolitan* clone? Its editor says no, but some in marketing and media communities wonder.

Flaws hurt Beatrice contest 60
Beatrice Cos.' problems with its controversial Monday Night Winning Line-up promotion resulted from poor design and inadequate rules, promotion-industry experts say.

Tale of two cities 65
One newspaper said "Goodbye, Columbus" last week, while a St. Louis paper was given a new lease on life. The *Columbus Citizen-Journal* published its last edition Dec. 31, when owner Nyles Reinfeld failed to raise enough money to publish the 81-year-old daily. On Dec. 30 in St. Louis, a bankruptcy-court judge approved the sale of the *Globe-Democrat*—unpublished since Dec. 6—to local businessmen.

CORPORATE CLOSEUP

Visa seeks upscale passport 4
Visa Corp., the leader by dollar volume in the booming credit-card market, has 4.3 million merchant outlets worldwide, but it no longer is content to be considered just "a shopper's card"—it's aiming for American Express' turf.

INTERNATIONAL

RUSSIA

Marketing to the Soviets 38, 39
Since Soviet leader Mikhail Gorbachev came to power last year, a series of developments have indicated that Russia might be opening its doors to the West. These include media mogul Ted Turner's planned "Goodwill Games" this summer in Moscow as well as tv programing deals with CBS Worldwide and PBS. On the other end of the spectrum, a new Soviet auto will be launched this year in Europe and Canada. In a special report on the Soviet Union, Advertising Age examines these developments and what they mean for U.S. marketers and advertising agencies.

NEW PRODUCTS

Haircare—old meets new 62
New haircare products are forming battle lines for 1986, carrying both new flags and old—but mostly old. Brylcreem plans mousse for men; Natural Choice Industries has slated a full grooming line under the Elvis Presley Love Me Tender banner; Revlon's Flex brand will come out with a Sun & Sport line "for active, outdoor-oriented men and women," and L'Oreal is introducing Studio Line.

OTHER NEWS

Computers, cameras and Carringtons were at the top of American shoppers' minds as they entered the holiday buying season, according to November adWatch data. Page 3.

Domino's Pizza virtually owns the home-delivery turf in the U.S., but is finding slower going in capturing global markets. That may blunt the No. 2 pizza maker's drive to reach 10,000 stores worldwide by 1990. Page 12.

The National Assn. of Television Program Executives convention, beginning in New Orleans Jan. 16, is the premier showcase for the $500 million barter syndication industry. An advance look at the highlights, The Road to NATPE, begins on Page 26.

One of the most colorful little ad campaigns around has become even more colorful. Maker's Mark Distillery, well known to *Wall Street Journal* readers for the homey, just-between-you-and-me style of its all-copy ads, has added color illustrations to its insertions in *Esquire*. Page 37.

Ore-Ida Foods' decision to test-market a line of breaded vegetables is the first step to increase its presence in the frozen-food market. Page 60.

CAMPAIGNS BREAKING

Pioneer Takeout Corp., Los Angeles, this week breaks a 24th anniversary promotion with both tv and print ads appearing in Los Angeles and outlying markets. Asher/Gould handles the account (AA, Dec. 2).

H&R Block, Kansas City, Mo., this week breaks three separate campaigns totaling $8 million to support its tax-return preparation service (AA, Dec. 30). Included are the Rapid Refund test in Cincinnati and Phoenix; a guaranteed-largest-refund offer in 42 other markets, and the reprised "We couldn't have done it without you" effort in remaining cities. Bernstein-Rein handles.

COMING THURSDAY

Leonard Monahan Saabye is the advertising equivalent of the rock world's overnight smash. A 6-year-old agency billing just $20 million, it was unknown outside New England until it coolly walked away with 31 awards at New England's Hatch Advertising Awards (one of the nation's biggest regional awards shows) in September. A feat made all the more remarkable by the fact that they cleaned up 21 awards at the previous year's show.

Efficiency and entertainment are the building blocks of the consumer electronics industry, profiled in Special Report. Marketers are selling and consumers are buying products ranging from compact-disc players to stereo tvs to colorful small appliances to make life a little easier and a little more fun.

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INTV: Indies 'Coming of Age'

By JAMES P. FORKAN

Los Angeles—Independent tv station executives opened the 13th annual Assn. of Independent Television Stations convention-seminar here this week with the steam going out of barter profit margins and other problems nipping at their heels.

The theme of the Jan. 5 to 9 convention at the Century Plaza is "Coming of Age," and a new INTV report indicates the independent tv business has done just that.

Independents, which numbered 190 stations in 1985, up from nearly 180 in 1984, garner $2.5 billion a year from advertisers, a sum that could hit $5 billion by 1990, according to the report.

A wide variety of issues related

(Continued on Page 66)

Kraft tests pourable toppings

By JULIE FRANZ

Kraft Inc. has added a third item to its line of pourable products by testing Kraft Pourable Cheese Toppings in Denver and San Francisco.

Spot tv and print via Needham Harper Worldwide, Chicago, support the product. Pourable Cheese Toppings come in two flavors, mild and sharp, packaged in 12-oz. plastic bottles.

The unit of Dart & Kraft, Glenview, Ill., has been testing 15-oz. squeeze bottles of Miracle Whip and Real Mayonnaise in northern Indiana and other selected markets (AA, Oct. 3). Spot tv and print via J. Walter Thompson USA, Chicago, sup-

(Continued on Page 66)

West Coast news

Importer tunes in beer ads

Moctezuma Imports, Irvine, Cal., will start its first series of radio commercials Feb. 15 for Hussong's Cerveza Clara, a new beer named after the famous tourist cantina in Ensenada, Mexico. The spots, airing in Los Angeles, Orange County and San Diego, on top-40 radio stations, feature a pair of Mexican federales who banter about the danger of losing their jobs because "gringos" can get Hussong's in California. A "we imported the fun, not the federales"

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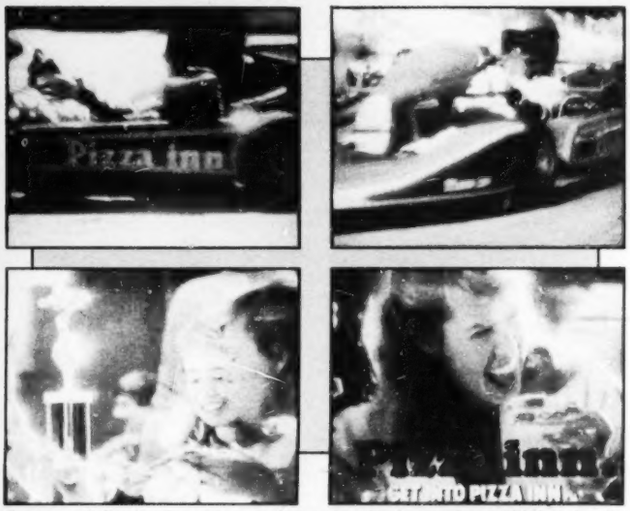


Casey celebrates her go-cart victory by sharing a pizza with her family in Pizza Inn's new spots. Marschalk Co., Houston, handles.

Pizza Inn racing for family diners

By JENNIFER LAWRENCE

DALLAS—Pizza Inn, the nation's fourth-largest pizza chain, begins a new ad campaign today aimed at driving up dinner business by focusing on the fun of sharing a pizza. Tv spots feature a family rooting on one of their own at a high-performance go-cart race.

With entirely new theme, music and tag line, the campaign is backed by 50% more ad dollars than last year's $5 million-to-$6 million effort; the increase is going into tv. Pizza Inn's account is handled by Marschalk Co., Houston, which won the business from Stern/Monroe, Dallas, last June.

In addition to the ad budget increase, the company plans a 25%-to-40% decrease in discount couponing, said Roger Goertz, Pizza Inn vp. He said more emphasis is being placed on product quality than price in the pizza category, and Pizza Inn's ad campaign reflects this trend.

The chain, which operates 732 units in 28 states and seven foreign countries, reported total revenues of $148.3 million through the first nine months of 1985, compared to $135.5 million for the corresponding period in 1984.

Despite the sales gain, earnings dropped 80% during the same period, said Michael Smith, group vp at B.C. Christopher, a Kansas City-based regional brokerage company.

"I would think that Pizza Inn wants to increase traffic without giving the product away," Mr. Smith said. "The company will establish momentum with a new ad campaign, and the goal of increasing evening business would be a relatively easy one with a reasonably good chance of success."

Last year's campaign, celebrat-

(Continued on Page 65)

Dailies join to back ABC after defections

By GARY LEVIN

SCHAUMBURG, ILL.—More than 50 newspaper publishers last week issued a strong vote of confidence in the Audit Bureau of Circulations here following earlier resignations from the organization by 15 other dailies (AA, Nov. 18, *et seq.*).

The move pitted publishers of the nation's most influential dailies, including the *New York Times* and *Washington Post*, against Gannett Co. and 14 of its papers that quit over what it called "outdated" methods of newspaper readership measurement.

In a brief statement released Jan. 3 and drafted by *New York Times* publisher Arthur Ochs Sulzberger, major dailies and media companies affirmed their commitment to ABC and its function as the arbiter of newspaper and magazine circulation measurement.

"We support the Audit Bureau of Circulations and intend to remain members," said the statement. "Although we may disagree with some of the ABC rules, it is our intention to work toward resolving these problems within the established framework. It is our firm conviction that publishers and advertisers need a strong, independent guarantee of standardized circulation data."

Washington Post publisher Donald Graham, spokesman for the ad hoc alliance, said signers of the statement include officials from the *Baltimore Sun, Boston Globe, Chicago Tribune, Dallas Morning News, Houston Chronicle, New York Daily News, St. Louis Post-Dispatch* and the *Wall Street Journal*, in addition to the *New York Times* and *Washington Post*. Companywide support from Capital Cities Communications, New York; Cox Newspapers, Atlanta; Donrey Media Group, Fort Smith, Ark.; Freedom Newspapers, Santa Ana, Cal.; Scripps-Howard, Cincinnati; Tribune Co., Chicago, and others also was expressed.

Times Mirror Co., Los Angeles, issued a separate but similar statement on behalf of its *Dallas Times Herald, Denver Post, Los Angeles Times* and *Long Island* (N.Y.) *Newsday*. On a somewhat more negative note, it cautioned, "ABC needs to be more receptive and flexible to innovation in the marketing of newspapers."

Central issues in the ABC dispute include the counting as paid circulation of bulk newspaper sales to air-

(Continued on Page 69)

World News Roundup

LONDON—H.J. Heinz Co. last week dropped Doyle Dane Bernbach from its roster and realigned its brands equally among its three other agencies: Dorland Advertising, Foote, Cone & Belding and Young & Rubicam. Dorland picked up most of DDB's $8.25 million in business.

TORONTO—The Ontario government last week picked McKim Advertising as agency of record for its $35 million account. The $15 million tourism account went to Vickers & Benson. Foster Advertising previously handled both accounts.

SEOUL—Foote, Cone & Belding signed an association agreement with Geoson Advertising, a medium-size Korean shop. Geoson maintains its association with Standard Advertising of Japan.

TORONTO—Pepsi-Cola Co. in March will introduce in Canada a line of casual clothing bearing its logo. Pepsi officials say they are considering a U.S. introduction. J. Walter Thompson Co. handles.

TOKYO—Suntory International, Japan's largest liquor distiller, plans to open 20 Japanese restaurants in North America during the next three years, starting this year in Boston, Chicago and Vancouver.

PARIS—France's first private tv channel is scheduled to start broadcasting Feb. 20 from the Eiffel Tower with the goal of initially reaching at least 10 million viewers around Paris.

CBS shifts 'Fox' for movie slot

By JAMES P. FORKAN

NEW YORK—In the latest round of the three networks' midseason alterations, CBS-TV finally made some of its moves, adding a Sunday movie package and shifting "Crazy Like a Fox" to Wednesdays.

Both those nights figure in mid-year doctoring by CBS' rivals. ABC recently made changes to its Wednesday and Sunday schedules, while NBC is adjusting its Wednesday slightly and planning to re-

(Continued on Page 65)

ADWATCH

Shoppers remember three 'c's in survey

By JULIE FRANZ

Computers, cameras and Carringtons were at the top of American shoppers' minds as they entered the holiday buying season, according to November adWatch data.

Advertising awareness scores for 12 different products gained or lost more than the 2.8 percentage points considered statistically significant. That's the largest number of products to shift ad recall in 1985, as recorded by ADVERTISING AGE's adWatch survey, which asks consumers to name the first advertising that comes to mind in various categories of any seen, heard or read in the past 30 days.

Apple Computer's share increased 5.4 percentage points to 30.5% of first mentions in November. That kept it on top of the computer category after losing 3.8 points the previous month. Apple's score was buoyed by 1.9% of respondents specifically recalling advertising for the Apple IIe and 1.1% saying Macintosh advertising came to mind first. Apple's recent advertising focused on price, since the company reduced the cost of selected Apple II models and Macintosh for the holiday season.

No. 2 in computer-category ad awareness again was IBM Corp., with 17.3% of first mentions, up one point from October. IBM also has been offering holiday shoppers rebates and price cuts.

Surprisingly, Commodore International's advertising came to mind first for only 5% of the November sample, unchanged from October's 5.4%, despite its $40 million campaign, via Ted Bates Advertising/New York, for the Amiga home computer (AA, July 29, *et seq.*). None of the 1,000 adults surveyed first recalled the Amiga name.

Cameras also were on shoppers' minds in November, with Canon making a 4.4 percentage-point advance to 16.5% of first mentions and Kodak adding 4.1 points to its category-leading 22.4% share. Minolta held on to its No. 3 position with 7.9% ad awareness, up 1.4 points from October.

Ads for Kodak's new Tele-disc, featuring actor Telly Savalas, broke in November issues of consumer magazines and December issues of women's service magazines, via J. Walter Thompson USA, Chicago. Network tv spots for the entire disc line broke late in the November survey period and may show more of an effect in the December data.

Forever Krystle perfume, inspired by "Dynasty" character Krystle Carrington, moved to second place from 17th in the cosmetics and fragrance category. The perfume's ads captured 4.8% of first mentions, up 4.7 percentage points from October. Maybelline, however, maintained its No. 1 position with a 5.8% share, while Avon dropped to No. 3 with 4% of first mentions (down one point).

Both Forever Krystle and Carrington, the line's men's cologne from Charles of the Ritz, got heavy pre-Christmas ad pushes estimated at $3 million a month. Rosenfeld, Sirowitz & Lawson, New York, handles.

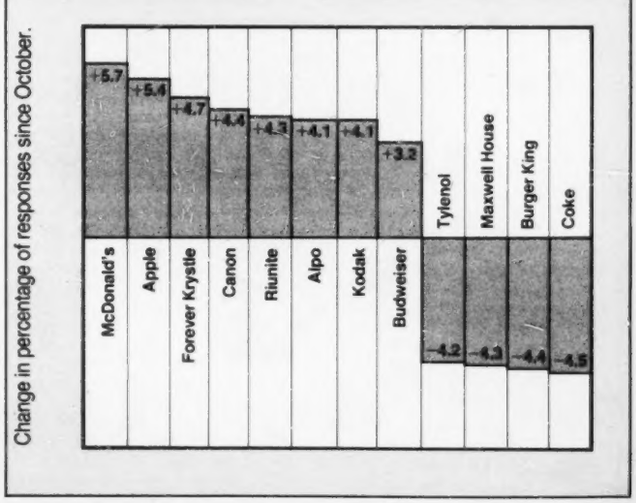
All that shopping can make one hungry and thirsty, and fast-food and soft drinks also helped swell the November list of adWatch gainers and losers. When respondents were asked which fast-food advertising came to mind first, it was McDonald's Corp. at the head of the line once again, with 49% of first mentions, up 5.7 percentage points to its largest recall share of 1985.

McDonald's has been short-cir-

(Continued on Page 33)

November winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? Note: A change of plus or minus 2.8 percentage points is statistically significant. ***Source: SRI Research Center Inc., Lincoln, Neb.***



adWatch

(Continued from Page 3)

cuiting the efforts of competitors Burger King and Wendy's International with its barrage of couponing and media advertising for its new McD.L.T. sandwich. McDonald's spends an estimated $5.5 million a week pushing its menu lineup on tv via Leo Burnett USA, Chicago.

Troubled Burger King's share of first mentions dropped 4.4 percentage points from October to November. Its 10.1% share in November was its lowest score in 1985, but still good enough to keep the No. 2 position. BK's most recent attempt to regain its former sales momentum—the new campaign featuring the search for Herb, the only man in American who hasn't tried the Whopper—broke after the November adWatch survey was completed. J. Walter Thompson USA, New York, handles.

Rounding out the fast-food category are Wendy's with 9.5% of first mentions (down 2.2), Hardee's with 4% and Kentucky Fried Chicken with 2%. Like Burger King, Wendy's has seen little top-of-mind advertising awareness improvement after launching a major new campaign (the "Choose fresh, choose Wendy's" campaign from Dancer Fitzgerald Sample). One spot in that campaign, a Joe Sedelmaier-directed spoof of a Soviet fashion show, has gotten some attention but began its network run late in November, after that month's survey was completed.

Ad recall for Coca-Cola continued to fizzle last month, dropping 4.5 percentage points to 37.2% of first mentions, although that still was good enough to keep the top spot in the soft-drink category. Coke's awareness has been dropping steadily since July when the furor over new Coke (introduced in April) and Coke Classic began dying. The company moved its Coke Classic account to SSC&B from McCann-Erickson in mid-November to separate the two products and their ad campaigns.

Pepsi Cola remained No. 2 in the soft-drink category with 27% of first mentions. Diet cola products made a big pre-holiday showing: Diet Coke and Diet Pepsi tied for third with 2.9% shares, enough to bump 7Up, which placed third in the October survey, into the No. 5 spot (with 2.6% of first mentions).

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name ads in a variety of product categories that first come to mind from all seen, heard or read in the previous 30 days.

In November, 1,000 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

The top 10 in over-all, unaided awareness (without asking for a specific product category) in November were, in descending order: Coca-Cola, McDonald's, Miller/Miller Lite, Budweiser/Bud Light, Ford, Pepsi, AT&T, P&G's Pampers, Burger King and IBM.

Among other significant changes in the November survey results:

- Villa Banfi's Riunite, the nation's No. 1-selling imported wine, posted a 4.3 percentage-point gain in November ad awareness to remain in first place in the **wine category**. Advertising for the brand resumed Nov. 4 after being suspended Oct. 31 following a voluntary recall of 400,000 cases of wine suspected of being tainted with diethylene glycol. Despite the recall, Riunite's 14.4% share of first mentions in November was a 12-month high. The brand's previous high was 12.2% in May. Hicks & Greist, New York, handles.

Gallo stayed in second place with 6.2% awareness (from 6.4% in October) and those two lovable gentlemen who hawk Gallo's Bartles & Jaymes wine cooler held on to third with 4.4% of first mentions (from 3.1%).

- Top-of-mind awareness of Alpo brand dog food jumped 4.1 percentage points to 10.8% from 6.7% of first mentions in October in the **pet food category**. New ads for canned and dried Alpo dog food broke Oct. 28 via Weightman Inc., Philadelphia.

That gain wasn't enough to bump Purina out of the No. 1 position. Purina's ads came to mind first for 10.9% of the sample (up from 10% in October). Quaker Oats' Kibbles & Bits remained in the third spot with a 6.1% share (from 4.4% in October).

- Anheuser-Busch continues to lead a charmed life in the **beer category**. Bud's share of first mentions rose 3.2 points to 16.3% from 13.1%. D'Arcy Masius Benton & Bowles, St. Louis, handles Bud.

Archrival Miller Brewing, meanwhile, launched a new multimillion-dollar campaign for superpremium Lowenbrau Nov. 1 (from JWT, Chicago), and advertising for the brand came to mind first for less than 1% of the sample, good enough for 13th place. Miller's Miller High Life brand held the No. 3 spot with 9.8% of first mentions, down from 11.6% in October.

Coors still was No. 2 in top-of-mind awareness with 10.9% of first mentions in November, off from 11.3% in October.

- Tylenol brand pain reliever's ad awareness hung on to the top spot in the **medicine and drugs category**, despite dropping 4.2 percentage points to a 22.4% share. McNeil Consumer Products Co.'s Tylenol continues to use its campaign featuring satisfied users who first learned about the pain reliever while they were in the hospital. Saatchi & Saatchi Compton, New York, handles. American Home Products' Advil came in second with 6.3% of first mentions (up from third) while Sterling Drug Co.'s Bayer dropped to third place from second with a 4.9% share.

- Hopscotch is still the name of the game between General Foods' Maxwell House and Procter & Gamble's Folgers brands in the **coffee category**. This time, Maxwell House's ad recall dropped 4.3 percentage points to 21.2% of first mentions to land the brand in second place. Folgers' ad recall was up to 22.2% from 20.8%, for first place, while Sanka remained No. 3 with a 5.7% share of first mentions.

Maxwell House is relying on its "Hal & Duke" campaign, via Ogilvy & Mather, New York, which follows the travels of a man and his dog as they visit craftspeople in various American cities.

For additional information or data, contact: Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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Newspaper Advertising MRCS/SAU Inches

October 1985 vs. October 1984

AKRON, OH

	1985 Full Run	1985 Part Run	1984 Full Run	1984 Part Run
Beacon Journal (E)	110 709	43 371	118 949	24 968
Beacon Journal (S)	68 464	16 936	75 910	12 805
Grand Total	179 173	60 307	194 859	37 773

NOTE: Part run figures supplied by publisher to Media Records.

ATLANTA, GA

Constitution (M)	197 115	74 188	189 503	43 598
Journal (E)	195 967	74 856	193 581	51 359
Journal & Constitution (S)	127 247	49 615	125 564	54 118
Journal & Constitution (Sat)	40 462	——	35 672	——
Grand Total	560 791	198 659	544 320	149 075

NOTE: Constitution Morning and Journal Evening published five days a week only.

BALTIMORE, MD

News American (S)	33 533	12 132	36 235	10 003
News American (E)	44 313	6 901	51 368	7 632
Sun (M)	134 490	1 213	130 240	6 968
Sun (E)	110 764	1 213	110 021	6 250
Sun (S)	145 113	34 117	136 154	24 250
Grand Total	467 213	55 576	464 018	55 103

BERGEN COUNTY, NJ

Record (E)	177 603	27 887	163 074	28 450
Record (S)	139 521	34 234	131 136	25 395
Grand Total	317 124	62 121	294 210	53 845

NOTE: Record Evening published five days a week only.

BOSTON, MA

Herald (M)	59 324	——	43 460	——
Herald (S)	20 122	44 547	19 269	23 503
Globe (M)	158 143	12 940	149 097	13 133
Globe (S)	175 812	30 211	175 152	17 614
Grand Total	413 401	77 698	386 978	60 250

BUFFALO, NY

News (AD)	128 904	19 935	113 864	33 192
News (S)	67 073	24 901	46 738	32 976
Grand Total	196 043	44 836	160 608	67 168

CAMDEN, NJ

Courier-Post (E)	349 551	19 026	320 574	18 503
Courier-Post (S)	101 008	13 331	90 194	3 216
Grand Total	260 459	32 357	170 768	21 719

CHARLOTTE, NC

News (E)	75 652	——	83 425	——
Observer (M)	133 170	——	125 804	——
Observer (S)	68 766	——	70 207	——
Grand Total	279 588	——	279 436	——

NOTE: News Evening published five days a week only. Part run figures not available.

CHICAGO, IL

Sun-Times (M)	145 919	86 833	141 086	66 944
Sun-Times (S)	97 629	44 229	94 182	42 180
Tribune (M)	142 740	239 669	149 012	209 383
Tribune (S)	130 792	98 747	138 920	99 150

NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 9:30 P.S.T. to 12 A.M. Tribune All Day change to Morning publication effective August 19, 1985.

CINCINNATI, OH

Enquirer (M)	191 592	6 431	180 663	13 362
Enquirer (S)	127 844	13 046	115 978	7 043
Post (E)	82 605	17 599	86 405	31 436
Grand Total	402 041	37 076	383 046	51 862

CLEVELAND, OH

Plain Dealer (M)	163 606	31 071	148 497	24 431
Plain Dealer (S)	117 715	6 894	117 013	7 447
Grand Total	271 621	37 965	265 429	31 878

DALLAS, TX

News (M)	317 085	21 127	319 560	21 326
News (S)	183 066	15 658	174 319	11 652
Times Herald (AD)	261 111	30 236	283 543	26 978
Times Herald (S)	132 841	12 495	137 140	9 811
Grand Total	894 023	79 516	914 612	69 867

DENVER, CO

Rocky Mt. News (M)	295 369	4 517	292 143	2 415
Rocky Mt. News (S)	97 125	3 308	88 722	1 567
Post (M)	197 041	4 315	199 936	15 116
Post (S)	117 009	3 685	119 004	3 025
Grand Total	706 544	15 825	699 805	22 123

DETROIT, MI

Free Press (M)	107 283	46 463	110 639	34 278
Free Press (S)	55 870	23 739	40 638	22 721
News (AD)	168 438	42 115	150 159	43 245
News (S)	87 445	29 007	90 891	18 125
Grand Total	419 036	141 324	392 327	118 369

FORT LAUDERDALE, FL

News & Sun-Sentinel (S)	116 204	——	113 150	——
Sun-Sentinel (M)	300 226	——	307 992	——
Grand Total	416 430	——	421 142	——

NOTE: Part run figures not available. Morning figures include the Saturday Edition.

FORT WAYNE, IN

Journal Gazette (M)	85 310	——	61 283	——
Journal Gazette (S)	70 900	——	62 239	——
News Sentinel (E)	98 958	——	96 709	——
Grand Total	255 168	——	240 231	——

NOTE: Part run figures not available.

*FORT WORTH, TX

Star Telegram (M)	267 928	111 034	276 800	70 633
Star Telegram (E)	224 040	111 034	237 486	70 633
Star Telegram (S)	133 085	49 324	140 260	48 484
Grand Total	625 053	271 392	654 546	189 750

NOTE: Figures supplied by publisher to Media Records.

GREENWICH/STAMFORD, CT

Time (E)	90 523	2 655	86 819	——
Tribe (S)	58 846	——	47 217	——
Advocate (E)	124 154	6 604	115 662	1 108
Advocate (S)	62 498	——	51 402	——
Grand Total	336 021	9 262	301 100	1 108

HARTFORD, CT

Courant (M)	161 784	36 503	156 784	29 614
Courant (S)	92 159	116 034	90 156	116 934
Grand Total	253 943	152 537	246 940	145 638

HONOLULU, HI

Advertiser (M)	125 936	——	123 000	——
Star-Bulletin (E)	128 849	——	120 666	——
Star-Bulletin & Advertiser (S)	72 875	——	71 247	——
Grand Total	327 660	——	314 913	——

HOUSTON, TX

Chronicle (AD)	272 484	46 257	313 753	52 899
Chronicle (S)	173 595	29 804	137 140	31 095
Post (M)	183 996	43 254	199 083	48 490
Post (S)	81 964	27 200	80 437	16 667
Grand Total	861 959	146 515	730 413	134 051

LONG BEACH, CA

Press Telegram (M)	112 488	——	119 132	——
Press Telegram (S)	51 543	——	51 871	——
Grand Total	164 431	——	171 013	——

NOTE: Part run figures not available.

LONG ISLAND, NY

Newsday (M)	192 573	49 065	172 850	51 099
Newsday (S)	111 417	81 641	103 676	68 237
Grand Total	304 990	130 706	276 526	119 336

LOS ANGELES, CA

Times (M)	326 379	401 240	306 141	266 241
Times (S)	171 260	99 243	170 801	91 975
Herald Examiner (M)	82 411	10 760	57 819	16 943
Herald Examiner (S)	14 064	2 687	13 244	4 965
Grand Total	594 114	513 930	548 005	380 124

LOS ANGELES/SAN FERNANDO VALLEY, CA

News (M)	231 141	34 174	173 291	41 842
News (S)	80 291	3 382	77 187	5 561
Grand Total	311 662	37 179	250 478	47 403

*LOS ANGELES/TORRANCE, CA

Breeze (E & S)	224 314	——	203 460	——
Grand Total	224 314	——	203 460	——

NOTE: Figures supplied by publisher to Media Records.

*LOUISVILLE, KY

Courier-Journal (M)	109 397	66 362	109 513	49 561
Courier-Journal (S)	63 647	62 111	62 861	54 227
Times (E)	108 264	87 101	105 277	78 569
Grand Total	272 308	215 574	268 651	182 357

NOTE: Figures supplied by publisher to Media Records.

MIAMI, FL

Herald (M)	174 879	——	185 335	——
Herald (S)	102 830	——	100 314	——
News (E)	63 060	——	67 472	——
Grand Total	340 719	——	353 121	——

NOTE: Part run figures not available.

MINNEAPOLIS, MN

Star & Tribune (AD)	129 211	21 950	124 241	23 506
Star & Tribune (S)	134 593	6 193	127 852	607
Star & Tribune (Sat)	24 019	——	23 435	——
Grand Total	287 823	28 143	275 528	23 913

*NASHVILLE, TN

Banner (E)	124 981	——	111 479	——
Tennessean (M)	123 723	——	109 047	——
Tennessean (S)	91 408	——	72 657	——
Grand Total	340 112	——	293 183	——

NOTE: 1985 figures supplied by publisher to Media Records.

NEW BRUNSWICK, NJ

Home News (E)	100 531	75	——	——
Home News (S)	70 656	904	——	——
Grand Total	171 187	979	——	——

NOTE: 1984 figures not available.

NEW YORK, NY

Times (M)	188 666	15 465	181 046	21 134
Times (S)	210 975	129 577	201 157	111 442
News (M)	70 574	121 662	66 489	113 427
News (S)	40 486	83 108	32 142	77 690
Post (AD)	65 737	1 188	61 427	1 229
Grand Total	576 438	351 000	542 261	324 922

NEWARK, NJ

Star Ledger (M)	234 634	6 880	214 132	6 301
Star Ledger (S)	178 744	33 951	164 037	26 359
Grand Total	413 378	40 831	378 169	32 660

OAKLAND, CA

Tribune (M)	96 245	79 545	114 598	74 735
Tribune (S)	49 510	31 824	46 038	30 490
Grand Total	145 755	111 369	160 636	105 225

OCEANSIDE, CA

Blade-Tribune (E)	99 798	4 974	——	——
Blade-Tribune (S)	48 680	——	——	——
Grand Total	148 478	4 974	——	——

NOTE: 1984 figures not available.

ORANGE COUNTY, CA

Register (AD)	346 644	95 077	292 907	78 128
Register (S)	126 398	4 781	121 416	7 467
Grand Total	473 042	99 858	414 323	85 595

PHILADELPHIA, PA

Inquirer (M)	45 834	9 754	175 237	62 294
Inquirer (S)	57 442	822	127 451	45 797
News (E)	25 291	817	86 483	10 544
Grand Total	103 534	11 413	387 172	118 635

NOTE: Figures Morning and Sunday and News Evening are not available for 1985 through 9 August 22, 1985 due to strike condition.

*PHOENIX, AZ

Arizona Republic (M)	233 430	10 947	228 750	10 737
Arizona Republic (S)	155 967	——	145 616	——
Gazette (E)	210 221	11 093	218 967	16 464
Grand Total	632 578	22 040	593 333	33 621

NOTE: Figures supplied by publisher to Media Records.

ROCHESTER, NY

Democrat & Chronicle (M)	91 461	13 568	105 404	8 981
Democrat & Chronicle (S)	75 627	33 618	67 416	19 460
Times Union (E)	76 227	16 059	90 917	13 396
Grand Total	243 329	63 275	263 737	41 837

NOTE: Times Union Evening published five days a week only.

SACRAMENTO, CA

Bee (M)	243 090	24 241	247 087	17 929
Bee (S)	104 315	17 205	86 722	3 199
Grand Total	347 351	41 496	333 804	21 128

*ST. LOUIS, MO

Post-Dispatch (M)	111 181	38 529	132 768	36 599
Post-Dispatch (S)	127 846	——	122 959	——
Grand Total	239 027	38 529	275 727	36 599

NOTE: Figures supplied by publisher to Media Records.

ST. PAUL, MN

Pioneer Press Dispatch (AD)	105 271	——	96 619	——
Pioneer Press Dispatch (S)	104 571	——	53 035	——
Dispatch (E)	——	——	96 542	——
Grand Total	209 842	——	286 196	——

NOTE: Past run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition. Pioneer Press Dispatch All Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening.

SAN ANTONIO, TX

Express-News (AD)	151 010	32 824	121 816	29 669
Express-News (S)	82 238	32 590	78 866	18 673
Express-News (Sat)	39 238	——	38 934	——
Light (AD)	133 589	37 452	113 880	39 492
Light (S)	72 390	36 208	71 311	27 613
Light (Sat)	31 785	——	34 402	——
Grand Total	510 250	139 074	459 209	115 447

NOTE: Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985.

SAN DIEGO, CA

Union (M)	247 235	23 107	216 824	16 575
Union (S)	131 836	——	117 804	——
Tribune (E)	259 908	21 961	234 389	16 079
Grand Total	638 979	45 068	569 017	32 654

SAN FRANCISCO, CA

Chronicle (M)	140 812	77 434	137 621	80 792
Examiner (E)	139 271	76 731	133 397	80 226
Examiner & Chronicle (S)	77 023	41 574	77 902	38 861
Grand Total	357 106	195 739	348 920	199 879

SAN JOSE, CA

Mercury News (AD)	308 644	38 076	323 278	36 516
Mercury News (S)	150 317	——	138 616	487
Grand Total	458 961	38 076	461 894	37 013

SHREVEPORT, LA

Journal (E)	93 871	11 006	85 113	6 701
Times (M)	116 444	18 159	110 444	17 952
Times (S)	67 350	5 692	65 676	4 966
Grand Total	278 665	34 857	261 183	29 619

*STATE COLLEGE, PA

Centre Times (E)	85 363	7 182	93 230	5 150
Centre Times (S)	33 044	3 483	33 046	——
Grand Total	118 307	10 665	126 276	5 150

NOTE: Figures supplied by publisher to Media Records.

SYRACUSE, NY

Herald Journal (E)	104 041	33 038	101 686	30 337
Herald American (S)	51 460	44 656	55 301	23 595
Post-Standard (M)	88 184	37 094	86 676	27 134
Grand Total	243 685	114 788	243 663	81 066

*TAMPA, FL

Tribune (AD&S)	325 791	116 945	304 614	103 526
Grand Total	325 791	116 945	304 614	103 526

NOTE: Figures supplied by publisher to Media Records.

*TOLEDO, OH

Blade (E)	112 340	——	115 318	——
Blade (S)	95 441	——	89 324	——
Grand Total	207 781	——	204 642	——

NOTE: Figures supplied by publisher to Media Records.

WASHINGTON, DC

Post (M)	241 165	58 118	246 349	34 430
Post (S)	193 530	38 960	152 173	29 767
Grand Total	434 695	97 078	398 522	64 197
Alexandria Gazette (M)	13 212	——	29 683	183
Prince George's Journal (M)	64 130	763	62 759	183
Montgomery Journal (M)	66 899	747	64 769	——
Fairfax Journal (M)	73 278	548	72 807	841
Arlington Journal (M)	71 749	——	70 955	183

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning and Arlington Journal Morning published five days a week only.

WESTCHESTER ROCKLAND, NY

Reporter Dispatch (E)	97 938	16 541	83 374	20 371
Reporter Dispatch (S)	88 178	10 123	71 838	12 627
Grand Total	186 116	26 664	156 162	33 148

WICHITA, KS

Eagle-Beacon (M)	117 058	——	137 237	——
Eagle-Beacon (S)	76 200	——	72 174	——
Grand Total	193 258	——	209 411	——

NOTE: Part run figures not available.

Source: Media Records

This data has been provided by Media Records for exclusive publication in Advertising Age and may not be reprinted or published in any form without explicit permission from Media Records. All newspapers represented are subscribers to Media Records. For those newspapers that subscribe to Media Records National Advertising Reporting Service Total Advertising data shown has been supplied by the publisher to Media Records and included in this compilation. All publisher supplied figures are converted to MRCS SAU inches by Media Records. These newspapers are indicated with an asterisk (*).

REPORTING METHODOLOGY

Media Records continues to measure in image but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the NAME Measurements Committee, The ANPA NAB Working Committee, The AAAA Newspaper Committee and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2 0625 (SAU Inches)
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of the Page

Calcium

(Continued from Page 1)

Elkhart, Ind., and Ayerst Labs, New York.

They are aiming to take on not just Os-Cal but another product that, though over 60 years old, has found new life through calcium-supplement claims: Tums antacid.

Beecham Products' Northcliff-Thayer unit, Tarrytown, N.Y., markets Tums. An estimated $7 million-plus campaign via Jordan, Case, Taylor & McGrath, New York, claims in radio ads that Tums is an "inexpensive way to prevent calcium deficiency and osteoporosis" and that "thousands of women are following their doctors' advice and taking Tums daily to avoid this brittle bone disease."

That 10-month-old campaign was attacked last July as unsubstantiated, reportedly by Lederle and Ayerst, in claims filed with National Advertising Division of the Council of Better Business Bureaus.

NAD upheld the Tums campaign because "the advertiser substantiated all of the charges."

Tums sales could not be determined, but a source said that Tums' sales have increased dramatically since calcium-benefit claims were added to the product's advertising. Norcliff-Thayer, which also markets Avail vitamins containing calcium and Calcimax, a calcium supplement, declined comment.

The latest challenge to Tums comes from Warner-Lambert, which in December started rolling Theracal national (AA, Dec. 9).

The new mint-flavor, chewable calcium tablets in "the first easy-to-carry pack" are priced at about half the cost of leading bottled calcium supplements, Warner-Lambert says.

Theracal, with 334 milligrams of calcium per tablet, is priced at 50¢ for a 12 pack and $1.79 for a box of four-stick packs; Tums antacid, with 200mg of calcium per tablet, is priced at about 50¢ a roll in the New York area and about $2 for a bottle of 75. W-L also markets Suplical, a vanilla-flavor chewy calcium supplement.

Branded calcium supplements cost from $4 to $8.50 a bottle.

"This has the convenience and the low cost, and it's 100% [pure] elemental calcium," said Marshall Molloy, W-L manager-media relations.

Theracal, which has not yet been advertised, is handled by J. Walter Thompson USA, New York. W-L declined to release details of the first Theracal campaign, which is scheduled to start sometime this year.

Ironically, W-L's Rolaids competes directly with Tums in the antacid category. Rolaids also contains calcium but is not marketed as a calcium supplement.

Instead, advertising for Rolaids, via Ted Bates Advertising/New York, continues to emphasize its antacid properties, though Rolaids commercials now also mention the added benefits of calcium.

The challenge to ad claims for Tums is not the only example of a marketer charging that a competitor's calcium-supplement advertising is questionable.

Last year, Marion Labs retracted a print ad for Os-Cal after the National Dairy Research & Promotion Board, Arlington, Va., filed a false ad claim with the Federal Trade Commission. Marion blamed a typographical error for the claim that a person must eat 3 lbs. of cheddar cheese a day to get enough calcium. The ad was later pulled.

Each advertiser is scrambling to find unique selling propositions for essentially the same product.

Print and tv advertising for Lederle's Caltrate, via Carrafiello, Diehl & Associates, Irvington, N.Y., tells consumers that adding Caltrate to the diet gives "more pure calcium than a half quart of milk—without the calories."

Tv and print ads that have been running since August for Ayerst's Posture brand point out that good posture may be lost as one ages without taking Posture now. Saatchi & Saatchi Compton, New York, handles.

The dairy board also jumped onto the calcium bandwagon last year, via a $12 million tv and print campaign themed "Dairy foods—calcium the way nature intended."

The board has budgeted $16.9 million for this year's calcium campaign, which will begin in February via McCann-Erickson, San Francisco.

The theme will be basically the same, except with greater emphasis on nonmilk sources of calcium, such as cheese.

In 1984, $3 million was spent on advertising Os-Cal and $6 million on Caltrate.

The first calcium supplements were simply uncoated elemental calcium, but marketers are now adding special features.

Miles Labs' Bio-Cal and Marion's Os-Cal have introduced line extensions with vitamin D, and Ayerst plans to roll out a line extension of Posture with vitamin D this month. Caltrate, which was initially uncoated, is now coated and offered in a smaller size for "ease of swallowing."

More products offering calcium as a secondary benefit are coming on the market. Miles Labs in 1984 took its well known One-A-Day Vitamins Plus Iron off the market and replaced it with Within, a multi-vitamin with iron and calcium. Marion Labs offers Os-Cal Plus, a multi-vitamin with calcium.

Most calcium marketers also offer supplements in various dosages. Ayerst, for example, this year will roll out a 300mg version of Posture (compared with its current 600mg tablet).

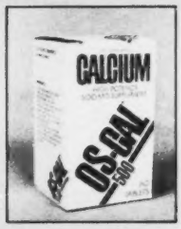
"The big issue is convenience," said Marion's Mr. Rouse. "How many should you take [to get the 1,000mg of the recommended daily allowance]—one, two or five?"

Another area of competition is in research to determine new uses for calcium.

One study, partly financed by Miles Labs and released in early December by the Oregon Health Sciences University, Portland, suggests that calcium supplements may help manage high blood pressure in some adults. Miles Labs, as well as other calcium marketers, said it is still too early to make any definitive claims in this area and, therefore, will not touch on it in marketing programs.

But "in years to come, additional studies might establish possible new uses [for calcium]," a Miles spokeswoman said.#

Top calcium-supplement brands



Os-Cal
Marion Labs
Tracy-Locke, Dallas

Caltrate
Lederle Labs
Carrafiello, Diehl, Irvington, New York

Posture
Ayerst Labs
Saatchi, Saatchi & Compton, New York

Suplical
Warner-Lambert
J. Walter Thompson USA, New York

BioCal
Miles Laboratories
Tatham-Laird & Kudner, Chicago

Coast

(Continued from Page 2)

theme will be used in outdoor and print ads as well. The campaign is the first for the brand from Grey Advertising, Los Angeles, which earlier replaced Basso & Associates, Newport Beach, as Moctezuma's agency.

The Desert Inn Hotel, Las Vegas, named McAuliffe & Fishel, Los Angeles, to handle its $2.5 million account, held by Kelly & Reber, Las Vegas, for almost 10 years. Other finalists were HCM, Los Angeles, and R&R Advertising, Las Vegas. Separately, Kelly & Reber is negotiating to merge with R&R.

TBWA Advertising has pushed back plans to open a California office (AA, Sept. 16). New York-based TBWA president Richard Costello said the agency will not expand into California until the situation is right—meaning until it finds a desirable acquisition candidate. Mr. Costello speculated that TBWA likely will expand into California in 1987 or 1988, "probably, but not necessarily," in Los Angeles.

McLean-Stewart Advertising, San Mateo, Cal., has merged with Wenger Associates, San Francisco, to form an agency with combined billings of $11 million. The two agencies continue to operate under their respective names. No client conflicts were reported.

Blue Ribbon Marketing, Portland, Ore., will break an animated and live-action tv commercial for its Heathcliff's Blue Ribbon cat litter in four western markets, probably Denver, Los Angeles, Phoenix and Salt Lake City, in March. The commercials, like the outdoor boards that precede them, will use the slogan "The competition stinks." Blue Ribbon also will expand distribution of the litter to Chicago, Texas and St. Louis, by late February. Osborn & Associates, Portland, is the agency.#

Rabbit redux

The Trix Rabbit, popularized for more than 30 years in tv spots for General Mill's Trix cereal, has found a friend. In the first of a two-part series of spots that broke Jan. 4, the Trix Rabbit is joined by another famous hare, Warner Bros.' Bugs Bunny. In part one, Bugs offers to help the Trix Rabbit get a taste of his favorite cereal with a new disguise. What is it? Bugs isn't telling until the second spot breaks March 17. Dancer Fitzgerald Sample, New York, handles.

Sears

(Continued from Page 1)

apparel and soft-goods agency.

Sears' planned magazine boost reverses its trend away from that medium. Magazine ad spending in 1984 was $21.9 million, 35% below the $33.6 million it spent in 1983. Through the first half of last year, Sears spent $5.9 million on magazine advertising, compared with $10.4 million during the first half of 1984, according to Leading National Advertisers.

But in the second half of last year, Sears unveiled a series of bolder magazine ads—frequently involving multiple pages—as it began broadening and enhancing its product lines (AA, July 22).

Tv spots that sell the "total store" will continue to play an "important part" in the company's attempt to increase customer traffic between departments, Sears said. Those total-store campaigns, however, increasingly will give way to tv and print ads that take a more personal tone and spotlight products for various family members.

Under this individualized approach, three tv spots replace one. One spot may target fathers with a message about power tools, while another may pitch the new Stefanie Powers clothing to mothers. Yet another may try to convince children that Sears is the place to shop for fashionable clothing.

This product-oriented focus also gives Sears more freedom to experiment, to try moods and production techniques such as those used in the austere Stefanie spots that may not be appropriate for the total-store campaigns. It also enables Sears to tout its traditional strength in hardware, while upgrading its image in apparel—without diluting either message by blending them, Sears said.#